GENSTONE
REALTY

Responding to Website Inquiries Conversation Guides

Website Inquiry – Buyer Tour Conversation Guide

Objective: Get a Tour Appointment, Find out Location, Determine Timing/Buyer Motivation

Is this ___*[lead name]*__ ? **This is** *[name]* **with GenStone Realty**. *[speak this slowly with enunciation]*

I see you made an inquiry about *[address]* from a website. Is that correct?

When would you like to tour the property? *[Determine a day and time that also works for you.]* **I will arrange that for you.**

I will email you additional details about that property as soon as we finish. *[The public version of the MLS sheet].* **Which email do you want me to use?** *[Note the email and repeat it back.]*

*[Choose one of these **"Location"** questions you like best, use both, or draft your own.]*

- **What attracted you to this area?**
- **Is this the only area where you are looking?**

*[Lead response and then any follow-up **"Location"** questions based on the answers.]*

*[Choose one of these **"Timing/Buyer Motivation"** questions you like or draft your own.]*

- **Are you looking to buy sometime soon?**
- **If you were to move, when do you think that might be?**
- **In a perfect world, when would you see yourself being in a new home?**

[Lead response and then any follow-up "Timing/Buyer Motivation" questions based on the answers.]

***[Lead Name],* here is what I am going to do. I'll email the information I promised. Then I'll get us set up to tour that property at** *[selected day and time]*. **I'll arrange the time *with the seller* to confirm the appointment. As soon as I have the confirmation, I'll call you to give you the news. Does that sound OK?**

Again, my name is _____ with GenStone Realty, and my phone number is _____ if you have any other questions.

[So we don't have to discuss the middleman listing agent with the lead, we say "arrange with the seller" because we do that through the listing agent.]

<u>Website Inquiry - Gathering Buyer Information Conversation Guide</u> *(no Tour)*

Is this ___*<u>[lead name]</u>*__ *?* **This is *<u>[name]</u>* with GenStone Realty***. [speak this slowly with enunciation]*

I see you made an inquiry about *<u>[address</u>*] **from a website. Is that correct?**

Would you like to tour it? *[Not now. Just want information.]*

To give you additional details about the property, I will email you an information sheet on the property as soon as we finish. *[The public version of the MLS sheet].* **Which email do you want me to use?** *[Note the email and repeat it back.]*

What attracted you to this property?

What attracted you to this area? *[Lead response]* **Is this the only area where you are looking?**

[Lead response and then any follow-up "Location" questions based on the answers]

*[Choose one of these **"Timing/Buyer Motivation"** questions you like or draft your own.]*

- **Are you looking to buy sometime soon?**
- **If you were to move, when do you think that might be?**
- **In a perfect world, when would you see yourself being in a new home?**

[Lead response and any follow-up "Timing/Buyer Motivation" questions based on answers.]

Where are you living now?

Do you rent or own a property?

[If owning], **Is it currently on the market?**

[If no], **Do you plan to list the property first and then purchase a home, or buy first and then sell yours?**

What price range are you considering? *[Lead response]* **How did you decide that?**

What type of property would meet your needs?

Have you selected an agent yet? *[If yes]* **Are you 100% committed to that agent?** *[If no, continue.]*

I am sure you have questions about the market and other properties you haven't seen. Some of the best properties either sell before hitting the market or sell right away. *Were you aware of that?*

[This is a significant point for buyers who think everything is online and don't need an agent to find a property. It gives them a reason to meet with you.]

I would love us to get together for 30 minutes to give you an idea of the current market, what's involved in the buying process, what it might cost, and how to navigate through to closing.

Together we can determine a solid buying plan for you to know about all properties that fit your needs so you can move into the right home. How does that sound?

I have availability _____, or would _____ work better for you?

[Arrange a location or set up a Zoom meeting. Zoom has a free account with unlimited one-on-one meetings. If there are three or more connections, then the meeting length must be less than 40 minutes.]